

# ΑΦΩ

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Leadership, Friendship, Service

Want to really find out about service?  
Come work with us in some of weekly projects such as:  
Boys and Girls Clubs; Elder-Aid; Crestview Retirement Home;  
Big Event; College Hills Tutoring, and much much more.

Scared of all work and no play, well after a fun day of work,  
join us for such activities as:  
Marble Slab, Bowling, Dancing, Fitzwilly's, Cow Milking,  
Bus Riding, and many others.

Come and join us at one of our informational meetings on:  
Jan. 26 7:30 p.m. HECC 108 or  
Jan. 27 6:30 p.m. HECC 108

If you have any questions at all, feel free to call one of the Pledgemasters.  
Jared Hopkins 822-9798 or JoAnna Philipello 778-7723  
Hope to see you there!

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### Spring 1999 Rush Events

## ALPHA KAPPA PSI

NATIONAL PROFESSIONAL BUSINESS FRATERNITY  
• Brotherhood • Professionalism • Service •  
All Business & Economics Majors Welcome!

**Monday, Jan. 25**  
Informational Meeting  
8:00 - 10:00 p.m.  
MSC, Room 206  
Casual Attire

**Wednesday, Jan. 27**  
Casual Rush  
8:00 - 10:00 p.m.  
College Station  
Conf. Center  
Professional/Casual Attire

**Thursday, Jan. 28**  
Professional Rush  
8:00 - 10:00 p.m.  
Ramada Inn  
Professional Attire

**Friday, Jan. 29**  
Social Rush  
Time & Place TBA  
by invitation only

Questions? Please call our Rush Directors,

Vanessa Parker, Administration ..... 268-4238  
Mohammed Jaber, Publicity ..... 680-9004  
Sally Fowler, Professional Programs ..... 268-4238



## The Battalion

105 YEARS AT TEXAS A&M UNIVERSITY

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**Subscriptions:** A part of the Student Services Fee entitles each Texas A&M student to pick up a single copy of The Battalion. First copy free, additional copies 25¢. Mail subscriptions are \$60 per school year, \$30 for the fall or spring semester, \$17.50 for the summer or \$10 a month. To charge by Visa, MasterCard, Discover, or American Express, call 845-2611.

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# CAMPUS

## A&M professor administers wrestling survey

BY JASON SCHNEIDER  
The Battalion

More than just wrestling fans attended the World Championship Wrestling (WCW) event last night in Reed Arena.

Frank Ashley, associate dean of education, and 20 student volunteers were present for educational purposes.

Ashley conducted a survey of the spectators present at the event to determine what types of people constitute typical professional wrestling fans.

"[The survey seeks to] find out the character of a wrestling fan," Ashley said.

The questions covered demographic information and other topics, including the length of time the fans have been interested in wrestling, who introduced them to the sport and how often they watch wrestling on television.

He plans to pinpoint the dominant sex, age, income level and educational level of wrestling fans. He will also determine who fans attend the event with, whether it be a friend, spouse, co-worker or family member.

After an overview of the survey, the student volunteers stayed at the event to interact with fans.

Ashley said he received 14 calls last week from media stations throughout the country inquiring about his wrestling survey.

"I'm shocked to have received all these calls when I haven't even researched yet," he said.

Since Ashley's objective focuses on sports marketing, questions relating to video games, advertising, celebrity endorsements, price and quality were asked.

Ashley said he had friends in the WCW during college, but he is now researching the sport for educational benefits.

The survey will determine the characteristics of a typical wrestling fan and reveal possible marketing strategies when catering to wrestling fans.

## Fish

BY R. DELL



## Simel & Lewis

By



## TUBULARMAN

BY B. CARDIN



## Spade Phillips, PI

By Matt Kowal



## Conference to address effects of Hopwood ruling

A University-wide conference focusing on the effects of the Hopwood ruling on Texas A&M University will be held Feb. 25.

The one-day conference, scheduled from 8:30 a.m. to 4 p.m. in Rudder Theater, will feature a keynote address by Steve H. Murdock, professor of sociology at A&M and the Texas State Demographer, on his research assessing the impacts of Hopwood at A&M. Panel discussions and breakout sessions also will be included.

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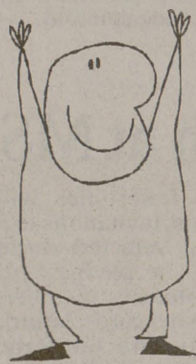
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